



The American Heart Association ND PERS Worksite Wellness Program Opportunities

November 2006

Discover passion in everything you do: **Embrace Our Cause.**



Content Overview

The American Heart Association

- **Our Mission – Our Goals**

Go Red North Dakota

- **Partnership with AHA/Dakota Medical Foundation**
- **Improve the cardiovascular health of women in North Dakota and their families**
- **Wear Red Day – February 2, 2007**
- **Know Your Numbers**

AHA Worksite Wellness

- **#1 Killer – Heart Disease**
- **Know Stroke. Know the Signs, Act in Time**
- **High Blood Pressure**
- **“Start” – Walking Program**
- **Cholesterol Low Down**
- **CPR**



Our Mission

to reduce disability and death from
cardiovascular diseases and stroke.

Discover passion in everything you do:
Embrace Our Cause.

love your heart: Go Red



Snapshot Of Go Red North Dakota



The Facts:

- Heart disease is the #1 killer of women, yet awareness remains low
- Heart disease and stroke kills more women than the next four causes of death combined

Objectives of the Initiative

- Help women recognize their heart disease risk and adopt healthy lifestyles
- Educate healthcare providers.
- Targeted interventions in Fargo, Jamestown, & Bismarck
- Evaluate programs' impact through outcome measures



Medical

Treatment Guidelines
State of the Heart
Healthcare Professional Tools

Consumer

Join Go Red Movement
Go Red Events
Heart Check Up
Web Site
Healthy Lifestyle Change

Worksites

National Wear Red Day
Go Red Employee Education
Promote healthy lifestyles

Measure Results

Awareness
ND BRFSS – diet,
physical activity, etc
Outcome measures – BP,
Cholesterol, tobacco use.

Go Red North Dakota

Key Messages



...Heart disease is the No. 1 killer of women in North Dakota

...Heart disease is preventable

... Love your heart – visit your healthcare provider to learn how to incorporate heart healthy habits into your daily life

...Become a part of the Go Red For Women movement: and join the fight against heart disease.

Wear Red Day

Friday, February 2, 2007

Wear Red Day is a great way to kick off Go Red North Dakota, a program that builds awareness, urges women to take concrete actions to reduce their risk of heart disease.

2 point program components

- Employee newsletter with information on women and heart disease (e-mail or print version available)
 - Encourage employees to “Join the Movement”
 - Power Point education session or Heart Truth Video
 - Distribute to all employees: “Know Your Numbers/Heart Check-up”
 - Wear Red Day worksite Tool kit – raises funds to support research & education
-

The Wear Red Day materials are provided at no cost to the employer. Heart Disease is the #1 killer of men in North Dakota. The risk factors and numbers to know are the same for men and women.

Know Your Numbers

2 Point Program

- Facilitate low cost health screening at the worksite
- Screening should include: fasting lipid profile (total cholesterol, LDL, HDL, triglycerides), blood glucose, BMI, waist circumference, blood pressure.
- Employee newsletter with information on heart disease risk factors (e-mail or print version available)
- Power Point education presentation on heart disease risk factors and knowing your numbers.
- Distribute to all employees: “Know Your Numbers/Heart Check-up” cards

**The typical cost per screening is \$25 - \$30/employee.
The newsletter, power point presentation, and “Know Your
Numbers” cards are provided at no charge.**

Additional topic handouts are available on line at

www.americanheart.org





AHA's Approach

Discover passion in everything you do:
Embrace Our Cause.



Worksite Wellness Programs

The American Heart Association understands the challenges to worksites to provide education and wellness activities to their employees with limited budget or staff expertise. These programs were developed with those challenges in mind.

- Employee education and awareness component – newsletter in print or e-mail
- Education Opportunity – Short video or Power Point presentation – 30 minute session for Lunch n Learn
- Activity – blood pressure screen, walking program, etc.
- Materials and additional resources available on line
- Low cost or no cost to employer



The American Heart Association's Worksite Wellness Programs



Heart Disease – #1 Killer

Heart disease continues to be the #1 killer of men and women in North Dakota despite significant medical advances. Stroke is the #3 leading cause of death. Many risk factors for heart disease and stroke are lifestyle choices.

- **Power Point Presentation - #1 Killer**
- **Employee Education Newsletter/Flyer/e-mail on American Heart Association and risk factors for heart disease**
 - **Learn and Live quiz – Online tool to access heart risk factors**
 - **Activity: Pick at least one**
 - **Provide smoking cessation information to employees**
 - **Include a survivor story into education session**
 - **Provide information display on one of the risk factors.**



This is a 2 point program

Know Stroke. Know the Signs. Act in Time.

**Stroke is the #3 leading cause of death in the United States.
Minutes matter in reducing the damage caused by stroke.
Employees can take action to reduce their risk.**

You at Risk? (Guide to Stroke risk factors)

Education session with video: “Know Stroke”

Post posters – “Know the Sudden Signs of Stroke”

**Distribute employee education/e-mail on “Stroke: Are
Activity: Blood Pressure Screening**

**Optional Additional Activities:
Display with AHA handouts on stroke**

**These materials come in a box. Shipping costs
to return video responsibility of employer
Cost of blood pressure screening.**

High Blood Pressure

High Blood pressure is known as the silent killer. Many individuals with high blood pressure are unaware because they have no symptoms. High blood pressure damages your body and lead to heart disease, stroke, kidney or eye damage.

- **Employee Education flyer/e-mail on “High Blood Pressure**
 - **Activity: Blood pressure screenings for employees**
 - **Distribute weekly employee education flyer/e-mail on blood pressure risk factors:**
 - **Risk factors you can not control, weight, salt/sodium, DASH diet, exercise, and stress**
 - **Optional activities:**
 - **Follow-up blood pressure screening for employees 2-3 months after initial screening**
-

This is a 2 point program

Costs limited to the cost of bringing in a health professional to do blood pressure screenings.



Snapshot Of Start!



Health Impact

- Adults can gain two hours on their life expectancy for every hour of regular exercise
- Almost 65% of adults are overweight or obese; most adults are not active at recommended levels
- Productivity losses related to health annually cost US employers an estimated \$225.8 billion
- Worksite wellness is widely recognized by experts as a key strategy for curbing obesity.

Program Components

- Health message posters
- Mark a walking route in the building using “Start” icons
- Plan a kick off event with a walking challenge: set a goal to walk a set distance.
- Sign up employees for the walking challenge, Can sign up as a team or individual
- Track the progress
- Celebrate success by holding a recognition event to celebrate milestone awards

Start! Is being released in early November 2006.
More details including costs available soon.

Choose to Move

Choose To Move is The
American Heart Association's
FREE 12-week physical
activity program for women.
Choose from 6 women to
help you move.



Program Components – 2 points

- Employee Education newsletter/e-mail – “Why Choose To Move?”
- Encourage employees to sign up online for “Choose To Move”
- Activity: Schedule walking breaks

Choose To Move

What Are The Benefits?

- A personal handbook
- Access to nutrition tips and new recipes
- Bi-monthly e-mails with physical activity tips
- E-mail reminders to keep you motivated
- Relevant facts on heart disease and stroke

12-Week Program Overview

Week 1: Choosing to move

Week 2: Creating a plan of action

Week 3: Strengthening your resolve

Week 4: Accentuating the positive

Week 5: Avoiding traps and trip-ups

Week 6: Reaching for more

Week 7: De-stressing the stressed out

Week 8: Finding community resources

Week 9: Lapsing and snapping back

Week 10: Staying motivated

Week 11: Planning for the future

Week 12: Keep moving, keep choosing

Cholesterol Low Down



On Line Program
Web based
National Cholesterol
Awareness Program

5 steps

Program components – 2 points

- Distribute employee education flyer/e-mail on “Cholesterol – Know your numbers and what they mean”
- Activity: Low cost cholesterol/blood lipid screening
- Encourage employees to sign up and participate in Cholesterol Low Down online.
- Monthly e-newsletter

5 steps

- What is Cholesterol/Getting Started
- Adjust Your Diet
- Get Active
- Check Your Progress
- Keep It Up (and Down)

www.cholesterolldown.org

- The typical cost per screening is \$25 - \$30/employee.



The American Heart Association is much more



There are many important ongoing initiatives of the American Heart Association.

Ads/PSAs



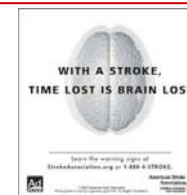
Heart Check



American Heart Association

Products displaying the heart-check mark meet American Heart Association food criteria for saturated fat and cholesterol for healthy people over age 2.

Ad Council



Quiz

Learn and Live Quiz
Get the resources for a longer life.

Advocacy

Heart Disease and Stroke. You're the Cure.

The American Heart Association's Worksite Wellness Programs



**Thank You For Your Support –
We look forward to working with you!**

www.americanheart.org/GoRedND

ND PERS website link

AHA – Jamestown Office 701-252-5122

Discover passion in everything you do: **Embrace Our Cause.**

American Heart
Association®



Learn and Live SM

Agenda

- New ECC Guidelines
 - Heartsaver courses designed to meet the needs of corporate and industrial customers
 - Family & Friends courses designed to meet community and non certification needs

2005 ECC Guidelines

- *Circulation: Journal of the American Heart Association*, December 2005
- Emphasize high-quality CPR, particularly effective chest compressions
- Minimize interruptions to compressions and “push hard and push fast”
- Ratio of chest compressions to rescue: 30 compressions for every two breaths
- Begin with chest compressions, before activating the AED.

2005 ECC Guidelines

- Encourage greater implementation of AED programs in public locations like airports, casinos, sports facilities and businesses.
- Reinforce the importance of planned and practiced response to cardiac emergencies by lay rescuers.
- Based on the Consensus on Science and Treatment Recommendations (CoSTR), a document developed by the International Liaison Committee on Resuscitation.

Why CPR

- CPR is easy to learn, easy to do, safe and it saves lives
- AHA has many options for learning CPR, we have one that is right for you, for your company and for your needs
- Everyone should and can learn the lifesaving skills of CPR.

What is the Heartsaver® Portfolio?

- Heartsaver® CPR
- Heartsaver® AED
- Heartsaver® First Aid
- Heartsaver® Pediatric First Aid
- Heartsaver® CPR in the Schools
- Heartsaver® AED Anytime (Self-directed)

Heartsaver® Audiences

- For those with a duty to respond to a cardiac emergency
- For those needing a certification card for their job (not medical professionals)
- For those people who find getting a card empowers them to take action

Benefits

- Uses a simple, educationally-proven “practice-while-watching” (pww) method of CPR instruction and practice
- Flexible options: can learn adult, child and infant CPR/AED
- Each book has a student CD ROM and reminder cards
- Based upon the most current resuscitation and first aid science from the 2005 American Heart Association Guidelines for CPR and ECC.

Heartsaver® CPR

- CPR and relief of choking in adults
- CPR and relief of choking children and infant
- Certification card issued

Heartsaver® AED

- CPR, AED use, relief of choking in adults and children
- Infant CPR and relief of choking
- Certification card issued

Heartsaver First Aid

How to manage illness and injuries in the first few minutes until professional help arrives.

Course content includes:

- General Principles
- Medical Emergencies
- Injury Emergencies
- Optional Environmental Emergencies section.
- Available with or without CPR/AED modules

Heartsaver® AED Anytime

A Personal Learning Program designed to teach:

- Core skills of CPR utilizing a 28-minute DVD and personal manikin
- Cognitive skills of AED and CPR through the Heartsaver AED Anywhere_™ CD-ROM that is completed in approx. 30-45 minutes

Heartsaver® AED Anytime

Educational Benefits

- Educational effectiveness through standardized content and assessment
- Improved student contact time by allowing student to go at own pace
- Makes it convenient for refreshing CPR and AED skills
- Flexible access. Allows student to access the learning when instructors are unavailable

Heartsaver® AED Anytime Workplace Benefits

- Heartsaver AED Anytime program allows for great flexibility. Can teach in groups or single student
- Reduces logistic challenges of scheduling classes
- Efficiency in course delivery
- Standardization of teaching content and methodology

Heartsaver

- Questions

What is in the Family & FriendsTM Portfolio?

- Family & Friends CPR- Adult, Child and infant
- Family & Friends First Aid for Children
- Family & Friends CPR Anytime Personal Learning Program

Who is the audience for F&F CPR?

- General public
- Family and friends of cardiac patients
- Families of aging adults
- Active seniors
- Teens
- Community faith-based, hobby or affinity groups, sports clubs
- Employees (wellness programs, etc.)
- Teachers' and in-home aides
- Homeowners'/condo associations
- Other home care providers (neighbors)

Benefits

- Uses a simple, educationally-proven “practice-while-watching” (pww) method of CPR instruction and practice
- Flexible options: can learn adult, child, infant CPR
- Based upon the most current resuscitation and first aid science from the 2005 American Heart Association Guidelines for CPR and ECC.

Family & FriendsTM First Aid for Children

- First Aid awareness program that teaches family members and friends the basic skills of first aid for children
- Includes information on how to manage illness and injuries in a child until EMS arrives.
- Content includes preventing injuries, recognizing and treating basic first aid emergencies, and relief of choking in infants and children.
- Non-credentialed
- No instructor needed

First Aid for Children

Who is the audience?

- General public – target groups with demonstrated behaviors and interest in general wellness of kids
- Family members, including parents, siblings, grandparents, etc.
- Baby-sitters, neighbors or anyone else who may provide care for children
- Employees-great “lunch and learn” program

Family & FriendsTM CPR AnytimeTM

What is it?

- Personal learning program with inflatable manikin, DVD, booklet, kit with lung and wipes
- Can be used by family and friends to learn CPR in just 22 minutes
- Can be used at home, in a group or as a companion to a credentialed course

CPR Anytime

Who is the audience?

- Workplace –for employees that want to learn CPR but are not required to do so
- General Public –groups NOT typically targeted by traditional courses
 - groups i.e. faith-based, hobby groups, civic groups, sports clubs, etc
- People who don't want to come to a class but want to learn CPR
- Family and friends of cardiac patients
- Middle and high school kids not needing certification

CPR Anytime-Benefits

- PWW format
- Learn at own pace at home or in a group
- Learn CPR in 22 minutes
- Family and friends can learn using the same kit
- Can learn adult and child CPR

Summary

- AHA has made it easy to learn CPR.
- Many flexible options to meet all needs
- No reason not to offer CPR to employees and learn CPR yourself
- Together we can make a difference and save lives.